



Torre's tell-all dishes dirt on Yanks, A-Rod Page 26

Stick your neck out for these stylish scarves Page 10



SHOULD NYC BE MORE EUROPEAN? A YES B NO Using your at&t phone, text your vote, A or B, to amNY (2669)



Europe, NYC

Bloomberg's vision for city has foreign flair Page 3

(AMNY ILLUSTRATION/SARA BAUMBERGER)

InVite HEALTH Integrating Vitamins Into Your Life

800.844.9060 www.InViteHealth.com



GET ANTIOXIDANT SUPPORT WITH OUR GREEN TEA Tx™ TINCTURE

- Maximum Potency of EGCG and Other Polyphenols
- Organic Source of Green Tea • Burns Fat
- Caffeine, Sugar Free • 2 Calories per Serving
- Just Add to Any Beverage! • Kosher

Visit one of our stores for a free nutritional consultation:

23rd St. and Lexington Ave
Third Ave and 60th St.
Third Ave and 43rd St.

Third Ave and 72nd St.
Sixth Ave and 10th St.
Eighth Ave and 51st St.

Forest Hills
Garden State Plaza
New Hyde Park

40% OFF Retail Price Green Tea Tx™ Use code COUGT1. Offer ends 2.28.2009. One time use. Cannot be combined with any other offers. #HIC0065 2 fl oz Retail \$27.95 \$16.77

Select InVite products available at: freshdirect. Offers may vary

Live Radio

- WWRL Listen Live (1600am)
Mon.-Sat. 9am-10am (LIVE Call-in)
- WVNJ Listen Live (1160am)
Mon.-Fri. 9am-10am; Sat. 1pm-2pm
- WNYM (970am)
Sat. 10am-11am
- WTHE Listen Live (1520am)
Mon.-Fri. 9am-10am
- WERE Listen Live (1490am)
Mon.-Fri. 9am-10am (LIVE Call-in)

Listen 24/7 on our website!

The statements found within this offer have not been evaluated by the Food and Drug Administration. These products are not intended to treat, diagnose, cure or prevent any diseases.

MONEY

Briefs

Investors keep eyes on company earnings
Wall Street will look this week to a swath of earnings reports and comments from the Federal Reserve for clues on when the economy might begin to improve. Yahoo, Sun Microsystems and Texas Instruments are among the tech firms reporting, while companies like Procter & Gamble, Kimberly-Clark and Starbucks will give an indication of consumers' willingness to spend.

Fast-food experiment: Outsource drive-through
"Welcome to Jack in the Box. May I help you from thousands of miles away?" The fast-food giant is experimenting in some areas with outsourcing its drive-through ordering to centralized call centers, one in Texas and some maybe even outside the country. The concept is not new, both Wendy's and McDonald's have tested it, but found it was difficult to prove it saved money.

Fed expected to hold key interest rate steady
The Federal Reserve is widely expected to keep its key interest rate at an all-time low — between zero and 0.25 percent — this week and examine other unconventional ways to lift the economy. The Federal Open Market Committee — the central bank's main policymaking group — opens a meeting tomorrow to assess the economy. (AP)

SMALL BUSINESS

Fresh idea for local food

Partners pair business with green passion

BY LANA BORTOLOTT
Special to amNewYork

You're trying to eat locally grown food, but are wondering what produce is available in the dead of winter. Or maybe you just got some fresh chervil but don't know how to cook with the obscure herb.

Carlin Greenstein and Annie Stranger manufacture simple guides that will answer both those questions. The entrepreneurs have designed two informational wheels: one reveals how to use different herbs and the other shows what locally grown produce is in season.

"I spend a lot of time at the farmers market, and the common questions I hear are: 'When are fiddleheads in?' or 'What do I do with this rosemary?'" said Greenstein, 34, who has a culinary degree from the Natural Gourmet Institute and a master's from NYU's Food Studies



Carlin Greenstein, left, and Annie Stranger are partners in Chew on This. (DAVE SANDERS)

and Nutrition Program. Greenstein and Stranger, a graphic designer, combined their talents and interest in the locally grown movement to start their company called



The wheel of herbs

Chew on This.

Their wheels are popping up in a few city markets that cater to organic lifestyles. They also maintain a Web site, www.chewonthis.com.

Christian Remy, a co-owner of Stinky bKlyn in Carroll Gardens, carries the guides.

"We try to push as much local [food] as we can, so this wheel is very much part of that idea," he said.

Chew on This is

also committed to green manufacturing. The wheels are made in New Jersey using 100 percent post-consumer waste paper.

Greenstein and Stranger, 29, have recouped about 40 percent of their initial \$10,000 investment, they said. The wheels sell for about \$11 each. So far, there has just been a soft launch, the women said, but they are working on a plan for wholesale pricing and greater distribution.

Stars shine less bright at Davos

No Bono, no Angelina. With capitalism in crisis, the 2,500 business and political leaders at the World Economic Forum in Davos, Switzerland, this week will find less star power than usual.

Organizers say the five-day event that starts Wednesday will focus on work and on shaping the world after the crisis.



Bono

The forum's head says leaders need to try to look beyond the

current turmoil.

"This is a transformational crisis and the world certainly will be different afterward," said Klaus Schwab, founder of the 39-year-old forum.

There will still be receptions with canapes and champagne, but no A-list Hollywood stars, such as Bono, who in years past attended to advocate for funding for poor nations.

"There will be a different tone ... and a sense that we need to get down to work," said forum spokesman Mark Adams. (AP)

IN 2009, RELY ON COUNTRY-WIDE PROTECTION AND GET A GREAT RATE

LOW RATES FOR CAR AND TRUCK INSURANCE



DRIVE DOWN YOUR AUTO RATE



Get the "FACE-TO-FACE" Service You Deserve Through our Network of Selected Neighborhood Brokers

OUR BROKERS CAN SERVE ALL YOUR NEEDS

1-800-79-NY-AUTO

1-800-796-9288

www.newyorkauto.com

Interest Free Installments with Low Deposits

Full One Year Auto Policy with Locked-In Rates

Country-Wide Insurance Company is not affiliated or owned by Countrywide Mortgage, Countrywide Bank, or Countrywide Financial.